

South Carolina Statewide Lodging Outlook Report
July 2016

	Occupancy Rate		Average Room Rate		RevPAR*		Room Revenue	Rooms Available	Rooms Sold
Current Month: July 2016	July 2016	% Chg	July 2016	% Chg	July 2016	% Chg	% Chg	% Chg	% Chg
United States	74.4%	-1.0%	\$128.77	3.6%	\$95.81	2.5%	4.2%	1.6%	0.6%
South Atlantic**	74.3%	-0.2%	\$120.70	2.5%	\$89.74	2.3%	3.6%	1.3%	1.1%
South Carolina	77.0%	1.5%	\$137.36	3.4%	\$105.78	4.9%	5.9%	0.9%	2.4%
Year-to-Date: January through July 2016	Jan-Jul 2016	% Chg	Jan-Jul 2016	% Chg	Jan-Jul 2016	% Chg	% Chg	% Chg	% Chg
United States	66.4%	-0.1%	\$123.93	3.2%	\$82.33	3.0%	4.6%	1.5%	1.4%
South Atlantic**	69.2%	0.1%	\$123.74	3.0%	\$85.60	3.1%	4.4%	1.2%	1.4%
South Carolina	66.0%	2.7%	\$112.51	3.8%	\$74.25	6.6%	7.4%	0.8%	3.5%

*RevPAR = Revenue Per Available Room, i.e., total room revenue divided by total number of room nights.

**South Atlantic Region is comprised of: Maryland, Delaware, West Virginia, Virginia, North Carolina, South Carolina, Georgia, Florida

Only hotels with 10 or more rooms are included in the table above

All percent change is versus the same period in the previous year

Source: STR, Inc.

Three Month Occupancy Outlook for South Carolina

		August 2016	September 2016	October 2016
STR, Inc. <i>From July 2016 Forecast Report</i>	Occupancy Forecast	69.4%	63.6%	63.8%
	% Chg vs same month in 2015	4.0%	-1.4%	2.1%
TravelClick <i>From Bookings as of 08/06/16</i>	Occupancy from Current Bookings	40.0%	15.2%	8.5%
	% Chg vs same month in 2015	4.0%	0.8%	7.4%

Source: STR, Inc. and TravelClick